
Strategies of Entrepreneurs to Maintain Clothing Customers in Thailand

Montajula Suvattanadilok^a

Abstract

Most Bangkok store managers who use Instagram, Line, Facebook look on the Internet to expand their customer base and sell more products. The aim of this study is to investigate the tactics of the Thai clothing shop owners towards the retention intent of the company. This study aims mainly to assess the effects of factors “communication with clients, customer attainment, given values to the customers, willingness to give discount, and perceived authenticity gap” on customer retainment intent of Thai clothing shop owners. Accordingly, this study employs a quantitative method by using questionnaires to obtain the data. The population in this study consisted of entrepreneurs who run clothing business in Thailand. A total of 400 volunteers are given the questionnaires to complete. The structural relationship among the study structures was evaluated using structural modeling (SEM) with AMOS 24.0 with the highest probability estimate. This study has discovered that the willingness to give discount which has statistically low positive relationship with customer retainment intent ($r=.300^{**}$) can be in the attention of business owners to come up with supportive strategies rather than giving discounts to retain the customers commitment to repurchase from the clothing shop. Similarly, “perceived authenticity gap” which had statistically low positive relationship with customer retainment intent ($r=.289^{**}$) might be concluded from the unfamiliarity of the shop owners with the concept and importance of perceived authenticity gap which can be investigated by the authors in the future.

Keywords: Communication, Attainment, Values, Discount, Clothing.

Introduction

A study in Jordan found that the tools and strategies of social media marketing have a major influence on the process of reaching the target market (Allan & Ali, 2017). Pradiptarini (2011) in the United States refers to an argument that the influence of social media is based on the idea that the ads used in social networks are of specific quality and content. It is really sensitive when it comes to advertising through these platforms that the Internet and social media are a world open to all ages (Jermsittiparsert, Sutduean, & Sriyakul, 2018; Jermsittiparsert, Sutduean, & Sriyakul, 2019; Vipaporn, Pakvichai, & Jermsittiparsert, 2019; Phusalux, Jermsittiparsert, Saisama, & Wongjunyav, 2020).

Jayasuriya, Azam & Ferdous (2017) from Sri Lanka studied brand literature and the theory of social media in a business context. In their study, a newly structured theory-based model is provided which improves the understanding of Fashion-Wear's relationship with brand equity. Barua (2016) has concluded within Bangladesh that Bangladeshi email retailing will succeed if email dealers properly provide their customers with email, chat and mobile phones. In the online shops, customers should have the right information, mechanism and feel safe and secure during online transactions. Researchers are based currently on Bangladesh's electronic commerce and m-commerce sector, Bangladesh's e-commerce climate and on the growth of Bangladeshi e-shopping practices. In order to improve the service quality, the businessmen in Indonesia must consider the factors such as impulsive purchasing guidance and

^aKing Mongkut's Institute of Technology Ladkrabang Business School,
King Mongkut's Institute of Technology Ladkrabang, Thailand
E-mail: montajula.su@kmitl.ac.th

information is likely to affect them today (Satrianaa, Rachmawati, and Alfanurc, 2014).

Lazor (2014) supported the fact that a company would be able to attract more customers and meet its target audience through the confidence it had created among its former customers if a high degree of consciousness is formed between its clients. Lately, in Thailand, selling goods through online is being done through the platforms like Lazada and Shopee. Many store managers in Bangkok who are using Instagram, Line, Facebook, are looking at the Internet to expand their customer base and sell more items. These shop owners take photographs of their goods and post them on their Facebook pages daily or weekly. Users of social media could be worthwhile strategy to trade products that use most feature phones by direct message or telephone calls in the comment box.

After a customer chooses to buy the product, he/she takes it into the shopping or the goods are sold in the shop or mailed and delivered to the customers. This trend started in 2012, but most of the businesses Scott (2015) mentioned about started promoting and selling their products on Line, Instagram, and Facebook since ever 2015. Also, many goods come in bulk from China, some made in Thailand and Vietnam. The shops, run and operated on premises, are owned by Thai mostly or managed by Thai, Laotian, or Myanmar staffs. This study's objective is to research the Thai clothing shop owners' tactics toward client's retainment intent.

Research Questions

"How can clothing shop owners retain the customers through using social media in Thailand?"

Objective(s) of the Study

Main Objectives:

1. To investigate the effect of communication with clients on client's retainment intent in clothing shops.
2. To investigate the effect of willingness to give discount towards client's retainment intent in clothing shops.
3. To investigate the effect of given values to the clients towards client's retainment intent in clothing shops.

Specific Objectives:

To test whether functions of "perceived authenticity gap" have mediating effect on the relationship between "communications with clients", "willingness to give discount towards clients", "given values to the customers" and "clients retainment intent" in clothing shop ownerships.

Literature Review

The researcher has created the modified conceptual model according to the following studies:

- The relationship between 'communication with clients' and "given value to the customers and perceived authenticity gap" is investigated in the research of Claycomb et al. (2001); Yoon, (2013); Gremler and Gwinner (2000).
- The relationship between 'customer attainment' and "given value to the customers and perceived authenticity gap" is investigated in the research of Bardhi and Eckhardt (2012); Schaefer et al. (2015); Van Rekom, Verlegh, & Slokkers, (2009).
- The relationship between 'given values to the customers' and "willingness to give discount and perceived authenticity gap" is investigated in the research of Paris (2012); Jang and Mattila (2005); Barone and Roy (2010); Chen et al. (2014).
- The relationship between 'willingness to give discount' and "customer attainment and perceived authenticity gap" is investigated in the research of Alshurideh (2016); Rahi (2016); Ang and Buttle (2006).
- The relationship between 'perceived authenticity gap' and 'customer retainment intent' is investigated in the research of Steenkamp (2019); Napoli et al. (2016), Yin & Shen (2017); Christensen (2019).

Communication with Clients

Confente (2015) defined word of mouth as "verbal communication between a recorded non-commercial communicator and a receiver about a brand or product of market or service." Two decades later, Armelini and Villanueva (2010) described mouth of mouth as: 'informal communication directed at other consumers about ownership, use or characteristics of certain goods and services and/or their sellers.

Therefore, Word-of-mouth is one aspect of post-buying behavior. Contact by word of mouth means simply that people make an appraisal of their experiences. The Word of Mouth contact, which has been shown to affect other people's buying behavior, leading to both positive and negative reviews of

service meetings. Positive word-of-mouth contact is said to arise from positive service meetings, whereas unsatisfactory meetings are usually caused by negative contact (Van Rekom, Verlegh, & Slokkers, 2009). It is also noted that friends, family and colleagues pleased with a clothes shopping word-of-mouth recommendation can have a noticeable selling impact.

During the sales process, marketing communications are intended for customers such as advertisements, direct mail, support and personal messaging or connecting with employees of the company (Yoon, 2013). Organizational contact covers all other corporate communications such as PR, public affairs, contacts with the government, links with investors and domestic communication. The researcher assumes that communication values are mainly performed for employees through a combination of management and organizational communication, while consumers mainly learn brand values through marketing and organizational communication. Customer involvement can improve communication and interaction between customers and employees (Claycomb, Lengnick-Hall, and Inks 2001). Shop owners who develop relationships with their customers are more satisfied with their job (Gremler & Gwinner, 2000). They are more engaged in friendly, respectable and sensitive customer interactions and are more pleased with their work (Yoon, 2013).

It is thus posited here that communication with clients has a direct effect on willingness to give discounts (H1a), given values to the customers (H1b) and Customer attainment (H1c).

Customer Attainment

The idea follows motivational investigations (Zeelenberg 2007), which display that opinions of achievement are the key to customer dedication to start behaving and, in particular, expense, to difficult tasks. Despite the growing importance of alternative buying strategies (Schaefers, Lawson and Kukar-Kinney, 2016), there was no significant academic exposure to them. While some researchers have researched original methods of buying (Bardhi & Eckhardt, 2012), some studies examined how give the values to the customer could be met during the goods buying process at shop. This study tries to address this gap by examining the effect of the buying process on the use of goods and resulting consumer behavior.

Two basic points underpin this study theorization:

First, novice consumers rely on spontaneity when comparing their own expertise to other category members to distinguish product based on know-how (Zeelenberg, 2007) to other members of their same categories.

Second, as a comparison group, buyers are better competent are feeling the given values more than the regular users (Rahi, 2016). In some studies, authenticity gap is depicted on a way that inexperienced buyers usually spend more time with renters in learning the skills they need to handle their newly bought products. Therefore, having less commitment to use the products and showing fewer positive intents and behavior must be investigated by the marketers to retain the purchasing intents of the customers.

I thus hypothesized that Customer Attainment has a direct effect on perceived authenticity gap (H2a) and given values to the customers (H2b).

Given Values to the Customers

To provide customer with value other than discount and cash rewards, customers can find a higher value depending on the importance of the market and industry in nonmonetary or discounted offers (Paris, 2012). Jang and Mattila (2005) aimed at identifying consumer expectations for low price offers. Fast-food industry Evaluation of LP's efficiency in overlooking the endogenous nature of program membership. Monetary savings, quality, convenience and expression of value, entertainment, and exploration are the given values which has been discover by Leenheer et al. (2007); Accordingly, several previous studies have proved causes that affect customer retention. Customers preferences should be realized as a benefit for increasing service efficiency, basic marketing techniques, price, discounts, and services quality (Chen et al. 2014). Now, customers shipping containers carry out independent checks with exclusive airlines discounts except in the USA (Barone & Roy, 2010). Nonetheless, in general, some container firms enter secret deals with their carriers (or discounter) because of the competition between carriers and give other consumers benefit like low boat mooring costs rather than direct discounts. Marketers can also connect strategic advertising to the market target by advertising as well as four marketing features, including price, discount, quality of service, CRM, and personal sales. The correct information is among the goals of advertising, to boost customers' wish to buy the advertising company's product or service (Rahi, 2016).

In this study, given values to the customers is posited for its direct effect on Willingness to Give Discount (H3a) and its indirect effect on Perceived Authenticity Gap (H3b).

Willingness to Give Discount

The 1% increase in customer retention was found by Ang and Buttle (2006) to have almost five times higher impact on the value of business than a 1% change in discount rate or capital cost.

Nonetheless, Alshurideh (2016) described economic advantages for long-term customers' maintenance organizations:

First, customer acquisition or replacement savings.

Second, the assured base revenue as current customers were expected to have a fixed cost for each cycle.

Third, per customer sales growth over a time period.

However, the concept of the "Return on Return" (ROR) was analyzed by Biney (2018). and explains the following critical points:

- Marketing costs decrease with client retention rising and companies not needing to recruit new clients as before.
- Competition has a longer period with retention and loyalty increase (the new clients are not served on a plate).

Rahi (2016) said the organization is provided for its clients by dedicated customer loyalty services. The majority on points relate to a shared loyalty package or hotel, with incentive, discounts and subscriptions earned by a certain number of consumers. Hoteliers use technology-incorporated loyalty programs. For example, hotel reservations and additional details for guests to use a Wireless Application-enabled device to promote loyalty. Hotels use the internet to create online advertisements, e-mail sales and electronic marketing of their own websites.

Product and service integrity are recognized and appreciated by the customer who, also, provision of quality services and continuity programs by qualified staff with guest names the client's identity is effective on the perceived authenticity gap. For example, there should be strategy planned for retention of clients on hotels, discounts and membership cards. This rising customer satisfaction in business-oriented hotels, for instance, customer awareness is important in keeping the name of customers in hotels. Thus, respecting and remembering customers; versatility about the goods and services offered; trained staff who provide

organized services and who use loyalty schemes like points, discounts and customer membership cards. All this improves customer retention for a company identity in hotels.

In this study, Willingness to Give Discount is posited for its direct effect on Customer retainment (H4a) and its direct effect on Perceived Authenticity Gap (H4b).

Perceived Authenticity Gap

The aim of the present research is to examine the effect of marketing and performance variables on the role that a perceived difference in authenticity has to play in influencing payments. To do so, the researcher presents the conventional mediation model of drivers who are willing to pay and negotiate, including the perceived difference in credibility as a factor of mediation. Secondly, the author defines the methods employed for data collection, validation and estimation of a linear model of hierarchy. In short, the author notes the realized accuracy shortage in our sample does not affect the impact on willingness to pay of the marketing or manufacturing variables while the noted authenticity lack is a significant mediator. Increased brand loyalty also reduces the perceived impact of payment willingness although Steenkamp (2019) proposed the original moderated mediation framework which suggests that a difference in quality is determined by the willingness to pay multiple marketing and manufacturers' variables. The authors further suggest the outcomes of the perceived gap in quality are minimized by a price-quality approach (interprets price as quality measure). Also, there are two factors relating to customer engagement (so-called the degree to which customers participate in the product class).

A negative or neutral perceived difference in authenticity can lead to lower payment readiness, while a perceived difference in authenticity can indicate producers' sense of true real, happy and truly committed to quality. Briefly, recent studies have shown that consumer reputation tests lead to greater purchasing intentions (Napoli, Pappalardo, Tramontana, & Zappalà, 2016), which indicate that a stronger buying intention lead to increased payment. The effect is not unequivocal on the perceived credibility deficit. Snapple cases anecdotes show that current marketing's not only ruin, but can also restore brand reputation (Christensen, 2019). Consumers who seem to fear goodwill business reasons are not favorably worried with large marketing budgets and aggressive marketing campaigns. Aggressive

marketing also benefits the so-called "authentic mother and pop" companies (Yin & Shen, 2017).

As mass marketing strategies are usually linked to malicious efforts by the Big Brother to manipulate "common" practices (Christensen, 2019). Then, consumer's spending sense on conventional marketing practices might not work well with genuinely seekers. The over-marketing level may also indicate an explicitly anti-authentic over-marketing

(Napoli et al., 2016). Thus, Perceived Authenticity Gap is posited for its direct effect on Clients Retainment Intent (H5).

Conceptual Framework or Flow of Study

Having reviewed the previous studies, the researcher created the following conceptual model: CW = Communication with Clients; C = Customer Attainment; GV = Given Values to the Customers; GD = Willingness to Give Discount; PA = Perceived Authenticity Gap; CR = Customer Retainment Intent.

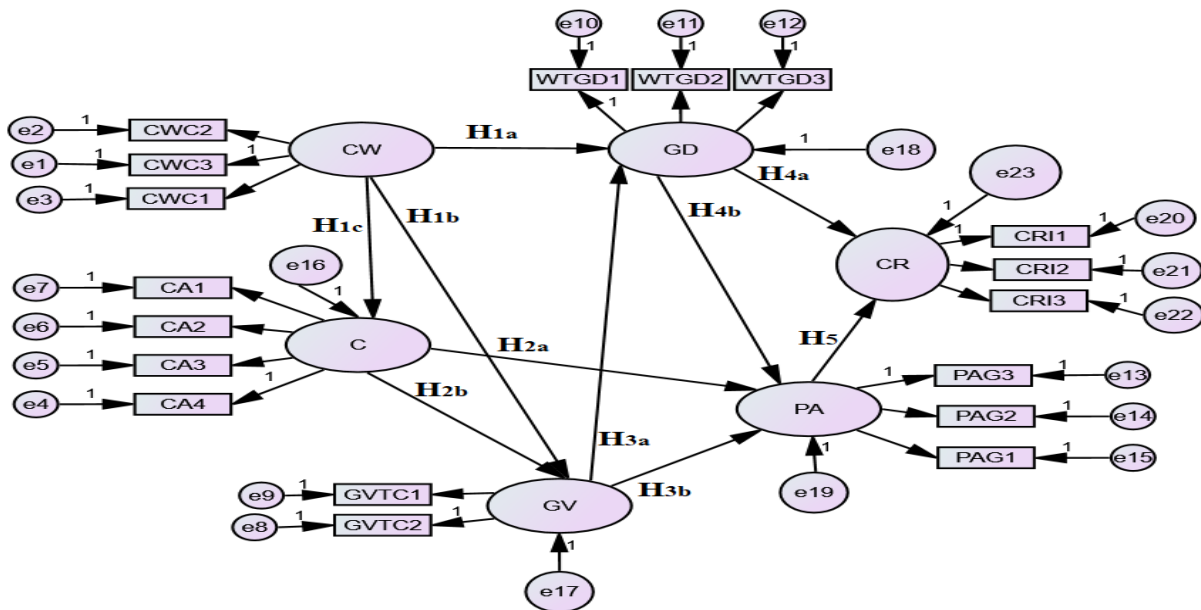


Figure 1. Research Model

Research Methodology

This study employs a quantitative method by using questionnaires to obtain the data. The population in this study consisted of entrepreneurs who run clothing business in Thailand. Accordingly, the purpose of this research is to study the difference in design behavior, awareness between clothing shop owners in Bangkok, Thailand. A total of 400 volunteers are given the questionnaires to complete. In order to collect detailed information on volunteers' design models, the questionnaire was into find the direct and indirect effect of variables to one another, the researcher justified to apply structural equation modeling to investigate the more comprehensive research. The majority of survey and questionnaire providers are quantitative which makes results easy to analyze. With integrated tools, analysis of findings is easy without statistics or research background. The more details the researcher obtain, the better the

picture is due to using the questionnaire. All of this information enables marketers to develop new strategies and follow trends in audience. In order to generate predictions and even to create benchmarks for further questions or questions, the analysis and construction reports can be utilized. That is why the researcher used only the questionnaire to evaluate the shop owners' insight.

Study Design

This work consists of clothing shop owners living in Bangkok, Thailand's capital city. This feature makes the management of field surveys extremely competitive. The researcher had screening questions about strategies for potential volunteers in order to get consumers back to the shop for repurchase, in addition to considering the possible variables. This study model is to be analyzed by the researcher using primary data and a simple random sampling process. The measurement method used in data collection was

a formal questionnaire, explicitly for measuring the study variables; communication with clients, customer attainment, given values to the customers' willingness to give discount, perceived authenticity gap and customer retainment intent.

Sample Size Calculation

Using previous studies finding: In the case of data analyses in a number greater than two hundred (critical sample size) the structural equation model is considered to provide sufficient statistical forces (Hoe, 2008).

Population and Samples

Here I have brought explanations and details about formulas and previous studies used in structural equation model (SEM) studies for the measurement of sample sizes. The Structural Modeling Equation (SEM) is a statistical method used in structural model analysis for the study of latent variables. Two types of models are evaluated using SEM: a measurement model and a structural model. This model assesses the extent to

which the interactions between the variables are represented. The structural model measures the extent of the relationship between latent buildings and the correlation between other variables. The model structural equation can be used to define the hypothesized model where the hypothesized model information coincides with the following models. The essence of the research theory explains the use of structural equation modeling as a method of information evaluation. This study will analyze the structural model and determine, together with the observed model, the validity of the structural model.

The structural relationship among the study structures was evaluated using structural modeling (SEM) with AMOS 24.0 with the highest probability estimate. Although SEM is used for testing the robustness of the study model, further considerations of sample size must be taken into account. With considering the structural equation modeling sample size as follows:

$$n = \max(n_1, n_2)$$

where:

$$n_1 = \left[50 \left(\frac{j}{k} \right)^2 - 450 \left(\frac{j}{k} \right) + 1100 \right]$$

$$n_2 = \left[\frac{1}{2H} \left(A \left(\frac{\pi}{6} - B + D \right) + H + \sqrt{\left(A \left(\frac{\pi}{6} - B + D \right) + H \right)^2 + 4AH \left(\frac{\pi}{6} + \sqrt{A} + 2B - C - 2D \right)} \right) \right]$$

$$A = 1 - \rho^2$$

$$B = \rho \arcsin \left(\frac{\rho}{2} \right)$$

$$C = \rho \arcsin(\rho)$$

$$D = \frac{A}{\sqrt{3 - A}}$$

$$H = \left(\frac{\delta}{z_{1-\alpha/2} - z_{1-\beta}} \right)^2$$

Using formulas components including: Anticipated effect size: 0.2, Desired statistical power level: 0.8, Number of latent variables: 6, Number of observed variables: 18, the Minimum sample size for model structure would be 230. Then, the researcher reached to the point to choose 400 samples for this study supported by Hair et al. (2016).

Data Collection

All shop owners' participants are drawn from eight congested shopping centres in Bangkok including Ma Boon Khong Center, Terminal 21, The Mall Bangkok, Big C Rajdamri, Central Plaza Grand Rama 9, Asiatique The Riverfront, Platinum Fashion Mall and Union Mall. The purpose of this research is to study the difference in design behaviour, awareness between clothing shop owners in Bangkok, Thailand. A total of

400 volunteers will be sent questionnaires. To find the direct and indirect effect of variables to one another, the researcher justified to apply structural equation modelling to investigate the more comprehensive research. The survey contains the qualifications for participation and a survey. According to the simple random sampling, knowing that 8 shopping centres will be under investigation for this study, then the researcher surveys samples from each to fulfil 400 samples. In analysing the data gathered from this study, the survey responses must be entered in an SPSS data files as encrypted data. In this process variables, measurement levels and coding are known. The data entry process involves the creation of a data file in main data collection. The data file format is that answers are given through variables and similarly

columns contain variables. A set of responses are called cases for each record, e.g. an individual. The data file in columns is filled with variables and the file in rows runs down. It is good practice to include a component of that kind in a data file because the data entered can be reviewed or questioned at a future time with the original questionnaire. It is difficult to track cases for the original response without the use of the identification variable.

Data Analysis

Data will be analysed in order to achieve the objectives of the study, e.g. general sample description, Cronbach's measurement for alpha-value to check the reliability of the measuring scales used in the study, confirmatory factor analyses for testing the model, structural equation modelling with AMOS 24.0.

Variables of the Study

Dependent and Independent Variables:

Dependent Variable:

- Clients Retainment Intent

Independent Variables:

- Communication with Clients
- Customer Attainment
- Given Values to the Customers
- Willingness to Give Discount
- Perceived Authenticity Gap

Study Procedure(s)/Stage(s)

Data collection: The researcher and teamwork conduct the data collection as follows:

The researcher and teamwork have explained the content and details in the questionnaire and the way of answering the data in the case that the volunteers. The researcher and teamwork will travel to the malls such as Ma Boon Khong Center, Terminal 21, The Mall Bangkok, Big C Rajdamri, Central Plaza Grand Rama 9, Asiatique The Riverfront, Platinum Fashion Mall, and Union Mall. Then, there are 40 sets of questionnaires to be distributed each day. Meetings volunteers (Clothes shop owner) whose stores are located in the malls to ask for help answering the questionnaires.

Researcher tries to explain the motive of the questionnaire to the volunteers and wait until the volunteers answer all questions. (In case that the volunteers have any questions, the researcher and teamwork will help and explain the question to the volunteers).

The questionnaire collection from the volunteers may occur as follows:

- In case of inquiring about the convenience of volunteers to answer the questionnaire if volunteers are convenient and willing to answer questions. Then,

the researcher and teamwork will give out the questionnaires to the volunteers and if the volunteers have completed the questionnaires, the researcher and teamwork will give away booklets or pens as a gift and appreciate them for the time they have spent answering the questionnaire.

- In case of inquiring about the respondent's convenience; to answer the questionnaire but volunteers may not cooperate to answer the questionnaire, the researcher and teamwork will not enforce the volunteers to cooperate.

To analyse all 400 sets of data from 8 shopping malls, the researcher and teamwork will use verify and process according to the research methodology.

Study Instrument(s) and Outcome Measurement(s)

This questionnaire was created for inquiring operators/vendors. To gather information about efficiency techniques that result in the making of regular customers. And new customers interested in buying clothes in their own store (the collection of this information will be kept confidential for further study).

Results

Results and research findings, descriptive results and deductive findings are described in two parts. The correlations among the calculated indicators are described in the descriptive section. The conceptual model involves the steps to be analyzed and two parts assessed in the deductive section.

Descriptive Results

Every research structure is measured by the correlation between research items shown in index. The measured scale is the mean of research elements above the central limit value. The relationship between customer retainment items and other measured items is positive and significant. The values show no normal distribution in any of the indices.

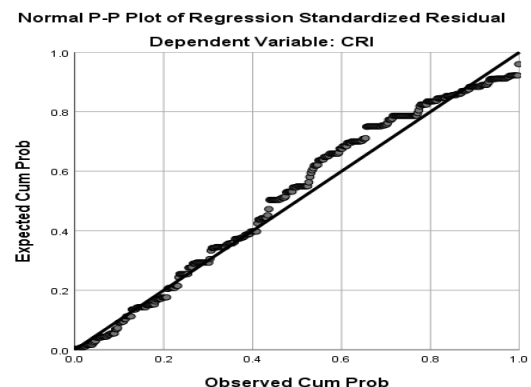


Figure 2. Customer retainment intent regression standardized residual

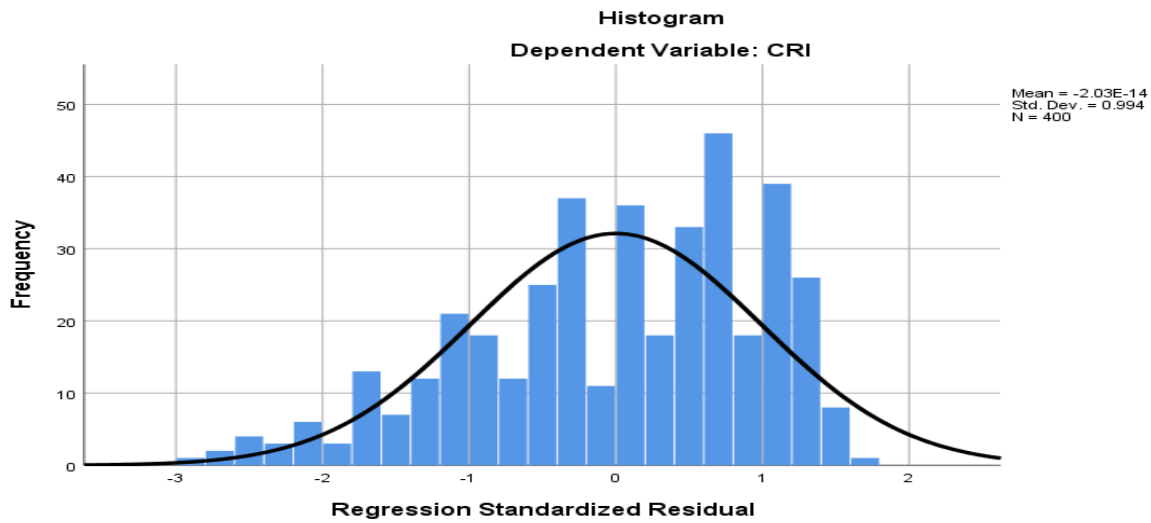


Figure 3 Customer retention intent regression standardized residual normal p-plot

Table 1. Exploratory factor analysis of the components

EFA Rotated Component Matrix^a						
	Component					
	1	2	3	4	5	6
CW1	.848					
CW2	.701					
CW3	.811					
C1		.827				
C2		.906				
C3		.862				
C4		.847				
GV1			.831			
GV2			.885			
GD1				.771		
GD2				.735		
GD3				.776		
PA1					.749	
PA2					.896	
PA3					.802	
CR1						.740
CR2						.975
CR3						.955

Extraction Method: Principal Component Analysis.

Rotation Method: Promax

Rotation converged in 6 iterations

CW= Communication with Clients

C= Customer Attainment

GV= Given Values to the Customers

GD= Willingness to Give Discount

PA= Perceived Authenticity Gap

CR= Customer Retention Intent

* -parameter set equal to 1.0 for identification model

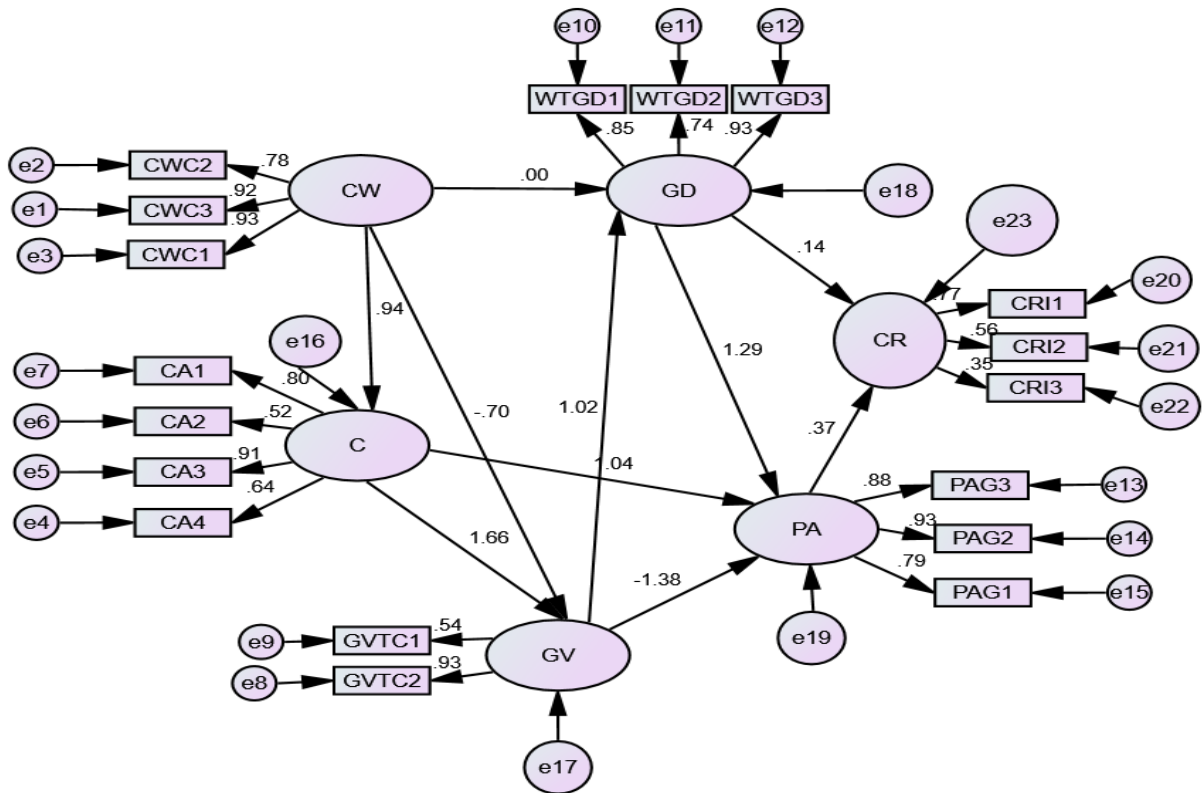


Figure 4. Measured Model

The results shown in Figure 4 were generated by analyzing SEM on the proposal model. CW = Communication with Clients; C = Customer Attainment; GV = Given Values to the Customers; GD = Willingness to Give Discount; PA = Perceived Authenticity Gap; CR = Customer Retainment Intent.

Table 2. Fit-Index Model

Model-Fit Index	Recommend Value	Structural Model
X ² /df	≤ 3	2.257
RMSEA	.08	.053
RMR	≤ .05	.045
NFI	> .90	.951
GFI	.80	.862
CFI	.90	.902
AGFI	.80	0.832
PGFI	.50	0.554
PNFI	.50	0.567

Based on the model fitness indexes, the structural sections of model judgment shall be produced. These

data are first converted to normal distribution because of the non-normal distribution of research items and subsequently examined in the research method. In the measurement section, the relationship between the items and the related structures is clarified. In other words, loading factor of items is greater than 0.50 and their t-value exceeds 1.96. This measurement value supports the confidence of the structure. The overall fit of the model is acceptable, as shown in Table 2, all loads for factor above .50. Cranach alpha, combination reliability and average variance are the basis for the reliability of the structure (AVE). Variance value derived determined the discrimination validity. In addition, the discriminating validity of buildings is greater than 0.6 indicating the reliability of α -Choronbach objects, which supports the composite validity for each construction item.

Hypothesis Testing

In the following table, the researcher discusses the acceptance of the hypotheses and the relationship strength of the variables.

Table 3. Correlations between the Structures

		Correlations					
		CW	C	GV	GD	PA	CR
CW	Pearson Correlation	1	.849**	.774**	.803**	.872**	.298**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	400	400	400	400	400	400
C	Pearson Correlation	.849**	1	.889**	.871**	.866**	.322**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	400	400	400	400	400	400
GV	Pearson Correlation	.774**	.889**	1	.849**	.839**	.265**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	400	400	400	400	400	400
GD	Pearson Correlation	.803**	.871**	.849**	1	.859**	.300**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	400	400	400	400	400	400
PA	Pearson Correlation	.872**	.866**	.839**	.859**	1	.289**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	400	400	400	400	400	400
CR	Pearson Correlation	.298**	.322**	.265**	.300**	.289**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	400	400	400	400	400	400

** Correlation is significant at the 0.01 level (2-tailed).

As it is shown in table 3, Communication with Clients has statistically strong relationship (Sig = .000) with Willingness to Give Discount (H1a) (r = .803**); Given Values to The Customers (H1b) (r = .774**); and Customer Attainment (H1c) (r = .849**).

Similarly, Customer Attainment has statistically strong relationship (Sig = .000) with Perceived Authenticity Gap (H2a) (r = .866**); and Given Values to the Customers (H2b) (r = .889**). Furthermore,

Given Values to the Customers has statistically strong relationship (Sig = .000) with Willingness to Give Discount (H3a) (r = .849**); and Perceived Authenticity Gap (H3b) (r = .839**). Moreover, Willingness to Give Discount has statistically low positive relationship (Sig = .000) with Customer Retainment Intent (H4a) (r = .300**); and high positive relationship with Perceived Authenticity Gap (H4b) (r = .859**). Eventually, Perceived Authenticity Gap has statistically low positive relationship (Sig = .000) with Customer Retainment Intent (H5) (r = .289**).

Table 4. Analysis of Variance of Independent Variable and Dependent Variable

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.137	5	2.427	9.796	.000 ^b
	Residual	97.633	394	.248		
	Total	109.771	399			

a. Dependent Variable: CRI
b. Predictors: (Constant), PAG, GVTC, CWC, WTGD, CA

In table 4, the effect of all independent variables on dependent variable "customer retainment intent" with significance level of .000 which illustrates the null-hypothesis rejection.

As shown in Table 5, t-values for all routes are greater than 1.9. These values are thus suggesting a good relationship between all variables on customer

retainment intent, including communication with clients, customer attainment, given values to the customers, willingness to give discount, and perceived authenticity gap on customer retainment intent supported. The results were supported by both models (SEM, PLS).

Table 5. Results of Hypothesis Test

Hypothesis path	Results of Hypothesis Test			
	SEM Model Standardized Estimates	t-value	PLS model Estimates	t-value
Communications With Clients	0.23	3.57	0.2370	7.38
Customer Attainment	0.31	2.71	0.3130	6.52
Given Values to The Customers	0.28	4.98	0.2860	8.96
Willingness To Give Discount	0.19	2.32	0.1950	5.91
Perceived Authenticity Gap	0.11	2.01	0.1128	5.48
Customer Retainment Intent	0.14	2.06	0.1440	5.63

Conclusion and Discussion

The research aims mainly to study the effects of factors “communication with clients, customer attainment, given values to the customers, willingness to give discount, and perceived authenticity gap” on customer retainment intent of Thai clothing shop owners. The findings show that these variables have a relationship. Moreover, for the shop owners, I have discovered that the willingness to give discount which has statistically low positive relationship with customer retainment intent ($r = .300^{**}$) can be in the attention of business owners to come up with supportive strategies rather than giving discounts to retain the customers commitment to repurchase from the clothing shop. Similarly, perceived authenticity gap which had statistically low positive relationship with customer retainment intent ($r = .289^{**}$) might be included from the unfamiliarity of the shop owners with the concept and importance of perceived authenticity gap which can be investigated by the authors in the future.

The results of this study have significant consequences for advertisers and shop managers as evidence shows that shopkeepers have a strong marketing strategy for retaining customers. In the city of Bangkok in Thailand, this research has provided insights into the behavior of clothing owners. Customer retention is important for a company to make sure its product is kept in the minds of consumers and that they do not turn to other brands. Analysis of this study showed that there are five relevant factors in Thailand of customer retention: customer communication, customer achievement, customer values, the willingness to provide discounts and the perceived lack of authenticity. The findings showed that all retention factors have positive connections with the aim to maintain customers.

It appears that social media marketing is important for customers within the clothing shops in Thailand, according to analysis and based on the test of the hypotheses. The results of the study confirmed the tools and strategies for social media marketing have a major impact on customer retention. About the study variables, the customer attainment ($r = .322$) and the will to offer discount ($r = .300^{*}$) which play a significant role in customer retainment among the variables selected. Thus, it should also keep in mind that, while clients compare their own experience with other clothing shops contents given via its social media channel, which also helps to control chances to retention of the customers. The results of the study mirrored the findings of Allan & Ali's (2017) research, which refers to social media influence being used in social media to reach the target audience. Based on the relationship between variables, clothing business owners must therefore take extra care of communicating with customers; give the customer values; and have the capacity to attract and encourage people to benefit from the services and products sold in clothing stores. On the other hand, the same result was found by Yoon (2013); by Schaefer, Lawson and Kukar-Kinney (2016), which reported that gaining the customers attention in social media marketing is the most powerful and by Rahi (2016). Similarly, the value and readiness of providing discount and customer accomplishments. Besides, Yin & Shen (2017) supported the fact that when a clothing shop can retain its products, its reputation deficit, which has been built into its former customers, has increased. Also, to social media marketing by Chen et al. (2014), this goal is considered to be a central issue in retaining customers, if the clothing shops have succeeded in increasing the customers' value for their customers.

Future Research

For future research, it is highly recommended that the attributes that influence customer retention and motivations for extending the clothing businesses internationally and in other areas be expanded, as well as further products and services be examined, in order to get an insight into the true relationship between the different products and services. Customer retention attributes. My study used an effect at the business level that should provide an incentive to further research a higher-level analytical analysis which could deepen insights into sustainable business innovation in order to maintain relations with customers. In the present paper, I have not studied directly the expectations of clients that have probably been examined by other authors several times so that future studies may relate to the analysis of customer perception through similar factors studied in my study as "offer the customer values." Therefore, it is important to consider the inclusion of factors derived from the concepts above in a similar study for future researchers. This study is cross-sectoral, but data collection is done in such a way that a longitudinal study is comparable. Our study can be replicated by a longitudinal approach to facilitate more rigorous observations. My findings should also be applied with caution, since my study examined primarily 400 owners of clothing stores. However, future research could add more companies across the clothing industry. This would help other countries and companies to engage more economically and ultimately macro economically in industrial activities, with my results and insights.

References

- Allan, M., & Ali, N. N. 2017. Employing social media websites and its role in determining the targeted audience for marketing within cloth manufacturing sector in Jordan. *Innovative Marketing (Hybrid)* 13(2): 47-55.
- Alshurideh, M. T. 2016. Is customer retention beneficial for customers: A conceptual background. *Journal of Research in Marketing* 5(3): 382-389.
- Ang, L., & Buttle, F. 2006. Customer retention management processes. *European journal of marketing*.
- Armellini, G., & Villanueva, J. 2010. Marketing expenditures and word-of-mouth communication: Complements or substitutes? Now Publishers Inc.
- Arndt, J. 1967. Word of mouth advertising: A review of the literature. Advertising Research Foundation.
- Bardhi, F., & Eckhardt, G. M. 2012. Access-based consumption: The case of car sharing. *Journal of consumer research* 39(4): 881-898.
- Barone, M. J., & Roy, T. 2010. Does exclusivity always pay off? Exclusive price promotions and consumer response. *Journal of Marketing* 74(2): 121132.
- Barua, S. 2016. Prospects and Challenges of Women's Empowerment: A Study on Online Clothing Stores in Bangladesh. *Prospects* 4(2).
- Biney, A. E. 2018. Customer relationship management and customer deposit mobilization at Lower Pra Rural Bank in Ghana (Doctoral dissertation, University of Cape Coast).
- Chen, W. J., & Chen, M. L. 2014. Factors affecting the hotel's service quality: Relationship marketing and corporate image. *Journal of hospitality marketing & management* 23(1): 77-96.
- Christensen, M. S. 2019. Does being real payoff? Examining the impact of perceived authenticity in crisis communication.
- Claycomb, C., Lengnick-Hall, C. A., & Inks, L. W. 2001. The customer as a productive resource: a pilot study and strategic implications. *Journal of Business strategies* 18(1): 47-69.
- Confente, I. 2015. Twenty-five years of word-of-mouth studies: A critical review of tourism research. *International Journal of Tourism Research* 17(6): 613-624.
- Gremler, D. D., & Gwinner, K. P. 2000. Rapport-building behaviors used by retail employees. *Journal of Retailing* 84(3): 308-324.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. 2016. A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.
- Hoe, S. L. 2008. Issues and procedures in adopting structural equation modeling technique. *Journal of applied quantitative methods* 3(1): 76-83.
- Instagram for Business. 2020. How To Sell Your Products On Instagram. [Online] Available at: <<https://business.instagram.com/blog/how-to-sell-your-products-on-instagram>> [Accessed 1 April 2020].
- Jang, D., & Mattila, A. S. 2005. An examination of restaurant loyalty programs: what kinds of rewards do customers prefer? *International Journal of Contemporary Hospitality Management*.

- Jayasuriya, N. A., Azam, S. F., & Ferdous, M. 2017. The impact of social media marketing on brand equity: A study of fashion-wear retail in Sri Lanka. *International Review of Management and Marketing* 7(5): 178-183.
- Jermsittiparsert, K., Sutduean, J., & Sriyakul, T. (2018). Social Customer Relationship Management Capabilities and Customer Relationship Performance: Moderating Role of Social Media (Facebook) Usage among Indonesian Firms. *Opcion*, 34(86), 1257-1273.
- Jermsittiparsert, K., Sutduean, J., & Sriyakul, T. (2019). Determinants of Social Media Usage (Face-book) to Create Brand Awareness among Indonesian Consumers. *International Journal of Innovation, Creativity and Change*, 5(2), 1272-1289.
- Lazor, H. (2014, December). Using Social Media to Market Your Business. In 2014 NGWA Groundwater Expo and Annual Meeting. Ngwa.
- Leenheer, J., Van Heerde, H. J., Bijmolt, T. H., & Smidts, A. 2007. Do loyalty programs really enhance behavioral loyalty? An empirical analysis accounting for self-selecting members. *International Journal of Research in Marketing* 24(1): 31-47.
- Napoli, C., Pappalardo, G., Tramontana, E., & Zappalà, G. 2016. A cloud-distributed GPU architecture for pattern identification in segmented detectors big-data surveys. *The Computer Journal* 59(3): 338-352.
- Paris, D. 2012. Culturally sustaining pedagogy: A needed change in stance, terminology, and practice. *Educational researcher* 41(3): 93-97.
- Phusalux, J., Jermsittiparsert, K., Saisama, C., & Wongjunyav, N. (2020). Impact of Social Media Marketing on Consumer Buying Behaviour of Youth. *International Journal of Psychosocial Rehabilitation*, 24(7), 1304-1331. DOI:10.37200/IJPR/V24I7/PR270120.
- Pradiptarini, C. 2011. Social media marketing: Measuring its effectiveness and identifying the target market. *UW-L Journal of Undergraduate Research XIV*: 1-11.
- Rahi, S. 2016. Impact of customer value, public relations perception and brand image on customer loyalty in services sector of Pakistan. *Arabian J Bus Manag Review* 5, 2(2).
- Satrianaa, R., Rachmawati, I., & Alfanurc, F. 2014. Factor analysis of online clothes fashion purchase on social media Instagram. *European Journal of Economics and Management* 243.
- Schaeffers, T., Lawson, S. J., & Kukar-Kinney, M. 2016. How the burdens of ownership promote consumer usage of access-based services. *Marketing Letters* 27(3): 569-577.
- Scott, D. M. 2015. The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly. John Wiley & Sons.
- Steenkamp, J. B. E. 2019. Global versus local consumer culture: theory, measurement, and future research directions. *Journal of International Marketing* 27(1): 1-19.
- Van Rekom, J., Verlegh, P. W., & Slokkers, R. 2009. The owner's edge: Brand ownership influences causal maps. *Journal of business research* 62(3): 339-344.
- Vipaporn, T., Pakvichai, V., & Jermsittiparsert, K. (2019). Analyzing the Usage of Internet of Things among Indonesian Pharmaceutical Customers: Role of Social Media related Determinants. *Systematic Reviews in Pharmacy*, 10(2), 352-361. DOI: 10.5530/srp.2019.2.46.
- Yin, C. K., & Shen, H. 2017. Assessing the effects of switching costs on perceived values and brand loyalty: The impact of customers' perceived authenticity in hotel sector. *International Journal of Business and Management* 12(1): 84-94.
- Yoon, S. Y. 2013. Empirical Investigation of Web 2.0 Technologies for Social Commerce and Implementation of Social App Prototypes. University of Ottawa (Canada).
- Zeelenberg, M., & Pieters, R. 2007. A theory of regret regulation 1.0. *Journal of Consumer psychology* 17(1): 3-18.